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BEFORE THE
POSTAL RATE COMMISSION
WASHINGTON, D.C. 20268-0001

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POSTAL RATE COMMISSION
OFFICE OF THE SECRETARY

SPECIAL SERVICES REFORM, 1996

DOCKET NO. MC96-3

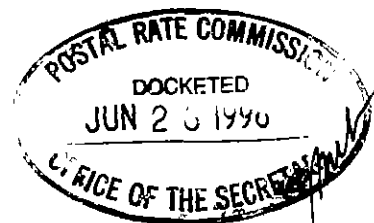
**NOTICE OF INTERVENTION OF
GREETING CARD ASSOCIATION AS LIMITED PARTICIPATOR
(JUNE 27, 1996)**

The Greeting Card Association ("GCA") hereby gives notice of its intervention in the above-captioned proceeding as a limited participator pursuant to 39 U.S.C. § 3624 and § 20a of the Commission's Rules of Practice and Procedure. In support of its intervention, GCA states as follows:

1. The names and addresses of the persons who are to receive service of any document related to this proceeding are:

Alan R. Swendiman
Jackson & Campbell
1120 20th Street, N.W.
Suite 300 South
Washington, D.C. 20036-3437

Jack Mayer
Vice-President - Strategic Planning
Hallmark Cards, Inc.
2501 McGee
Kansas City, Missouri 64141-6580



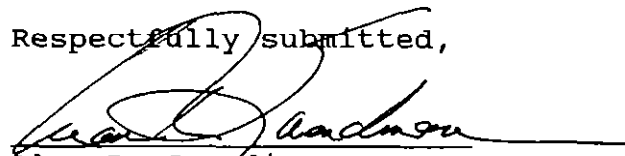
2. GCA is a trade association representing many of the greeting card producers in the United States. In 1995, an estimated 7.4 billion greeting cards were purchased by American consumers, most of which were sent by First-Class Mail. Greeting Card Association represents the interests of its members as well

as the interests of over 95% of American households which mail greeting cards.

3. Therefore, GCA has a vested interest in the affairs of the Postal Service generally and a statutory interest in the matters to be heard and decided in this proceeding. Its interests cannot adequately be represented by any other party to this proceeding.

4. GCA will be a limited participator in this proceeding.

Respectfully submitted,



Alan R. Swendiman
Counsel for Greeting
Card Association, Inc.

JACKSON & CAMPBELL, P.C.
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CERTIFICATE OF SERVICE

I hereby certify that I have this day served the foregoing document upon all parties of record listed below in this proceeding on this date in accordance with Section 12 of the Rules of Practice and Procedure:

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Alan R. Swendiman

Dated: June 27, 1996